



**STRATEGIC PLAN**  
2020-2023



## **PURPOSE**

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To advance STLE's mission, maintain industry relevance, and deliver on the Society's value proposition:  
Connect. Learn. Achieve.

## **MISSION**

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To advance the science of tribology and the practice of lubrication engineering in order to foster innovation, improve the performance of equipment and products, conserve resources and protect the environment.

## **WHO WE ARE**

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The result of recent collaboration among our leadership, the Society of Tribologists and Lubrication Engineers (STLE) has created a new strategic plan to keep us on track and moving forward through the next 3 years.

Creating this plan required a close look at who we are, both as an organization and a membership. We are the premier technical society for the tribology and lubrication engineering business sector, bringing together more than 13,000 individuals and 250 companies and organizations.

While our mission and purpose define how and why our Society serves you, our discussion revealed that our organization's vision could better reflect the importance and goals of your work. The result is a new vision statement that succinctly states what tribology and lubrication engineering strives for: Perfecting Motion.

You depend on STLE the same way your employers and clients depend on your expertise. That's why it's crucial that we continually reassess where we are, where we want to be, and how we get there. The result of that work is our new strategic plan.

This guide documents goals in four domains, strategies to achieve those goals, and key performance indicators to define and measure our success.

STLE will use this new strategic plan to ensure we're providing the best possible support and resources to advance the industry and help you connect, learn, and achieve.

To put it another way, this plan will help smooth our Society's forward motion. And isn't that exactly what we're all working toward?

## DOMAIN 1

### PROFESSIONAL DEVELOPMENT

**STLE is recognized as the go-to resource for knowledge in lubrication and tribology as well as world-class certification.**

*STLE members are concerned about replacing retiring technical staff with less experienced workers. STLE will close this talent gap through a robust professional development program.*

#### Objective 1

Expand continuing professional educational content to assist more professionals at all career stages. STLE will:

- Develop STLE-owned foundational continuing professional education courses.
- Create STLE-owned intermediate and advanced continuing professional education courses.
- Continue and expand the Learning Pathways as the body of knowledge that defines professional competency.
- Maintain *Tribology & Lubrication Technology (TLT)* magazine as the primary printed education resource for members and nonmembers.

#### Objective 2

Maintain and expand STLE professional certification programs to increase the number of certificants throughout the field. STLE will:

- Encourage employers to support STLE certification programs by developing and deploying a campaign highlighting the value of standardized industry-wide competencies.
- Increase the number of applicants and certificants by providing a knowledge support system.

#### Objective 3

Expand the customer base by enhancing the STLE professional development and certification experiences. STLE will:

- Ensure a robust, dynamic, and user-friendly process/system for certification exams.
- Diversify delivery options for professional development content, such as by offering podcasts, mobile apps, and webinars.
- Balance investments in content development and content distribution.
- Heighten the awareness of continuous education, training, and certification necessitated by new technologies and industry advances.

#### Key performance indicators for Domain 1

- Number of students in all designated forms of education
- Course/program evaluation scores/ratings
- New or revised content development, including *TLT* articles
- Number of certification exam candidates by program and exam pass rate
- Total number of active certifications by program

## DOMAIN 2

### TECHNOLOGY AND INNOVATION

**STLE is a global leader and partner in advancing innovation and progress through the creative application of tribology and lubrication engineering.**

*STLE can be the forum where thought leaders collaborate to continue increasing tribology's enormous economic and commercial impact as we work to perfect motion, reduce energy use, lower maintenance and replacement costs, and achieve additional benefits.*

#### Objective 1

Increase STLE engagement with the global tribology community by convening and participating in global forums to share research and support collaboration and networking. STLE will:

- Enhance the recognition and importance of STLE technical events through program development and increased attendance.
- Develop new technical events alone or in collaboration with other societies and organizations.
- Participate in global events sponsored by entities relevant to STLE.

#### Objective 2

Leverage tribology thought leaders' individual and collective expertise to identify and define technology trends that will drive innovation. STLE will:

- Designate the Science and Technology Committee as lead entity for this objective.
- Maintain a commitment to peer-reviewed publishing through STLE's *Tribology Transactions* and other affiliated journals.
- Encourage the publication of books and white papers by STLE or in collaboration with partners.

#### Objective 3

Connect with academic, government, and corporate research organizations to support the profession and increase engagement in STLE activities. STLE will:

- Map the tribology thought-leader community.
- Create an engagement program targeting segments or the community as a whole.
- Expand financial support and recognition for university students.

#### Key performance indicators for Domain 2

- Number of technical conference presentations
- Conference attendance
- Number of journal papers published
- Number of books and special publications published
- Thought-leader engagement score based on membership, participation, and other factors
- Number of grants, scholarships, and awards presented for study or work in tribology and lubrication

## DOMAIN 3

### COMMUNICATIONS AND ADVOCACY

**STLE advocates for the science of tribology and the practice of lubrication engineering to ensure the future relevance of the profession, the industry, and the Society.**

*Communicating the value of tribology and lubrication engineering to a global audience requires strong communications and advocacy by STLE.*

#### Objective 1

Engage in activities that promote the economic and social value of tribology and lubricant technology. STLE will:

- Expand outreach to commercial audiences.
- Develop a liaison program with US government agencies to secure increased research funding.
- Expand the STEM initiative to include students in kindergarten through 12th grade.

#### Objective 2

Strengthen STLE's ability to serve as the authoritative voice for tribology and lubricant technology. STLE will:

- Expand *TLT*'s role by sharing content with a broader audience in the technical and scientific community.
- Create a program of messages and delivery methods related to the economic and social impact of tribology.

#### Objective 3

Establish and promote the connection between tribology and sustainability (including energy, water, and air quality and use of renewable resources). STLE will:

- Document the connection between tribology and sustainability through research and case studies in support of a public information campaign.

#### Key performance indicators for Domain 3

- Annual contacts in target industry market segments (including energy, manufacturing, transportation, and metalworking)
- Annual contacts with research funding sources (government and nongovernmental organizations [NGOs])
- Student contact from grade-school STEM through graduate school
- Speaking engagements in target markets through industry conferences, technical meetings, and school and university presentations

## DOMAIN 4

### ORGANIZATIONAL EXCELLENCE

**STLE will be a strategy-driven organization that follows association best practices to advance tribology and lubrication engineering.**

*To best support members and accomplish strategic goals, the organization must operate effectively, efficiently, and intentionally.*

#### Objective 1

The organization is guided by a well-designed and -executed strategic plan that is adjusted to match a rapidly changing environment. STLE will:

- Continually review and adjust elements of the plan based on industry and market trends and the feedback and needs of members.
- Advance STLE's mission and maintain industry relevance by increasing members' engagement in activities and awareness of STLE's value proposition.
- Adopt a budget that reflects the strategic plan and member needs and report performance quarterly.

#### Objective 2

The organization will create and maintain an operating structure that supports achievement of the strategic goals. STLE will:

- Adopt a governance model with clear role delineation for the board, executive director, and staff.
- Establish a board training and evaluation program to ensure the success of senior leaders and maximize organizational effectiveness.
- Measure organizational effectiveness and efficiency based on external association best practices and financial performance measures.
- Support and build local sections.

#### Objective 3

The organization will seek to recruit and train skilled individuals with diverse backgrounds for leadership positions and professional staff roles. STLE will:

- Establish an emerging leaders program to develop a pool of capable and diverse individuals who are ready to assume future volunteer roles.
- Employ and fully empower an executive director who is evaluated based on strategic plan key performance indicators.
- Support staff recruitment, training, and retention as a high priority for creating a successful organization.

#### Key performance indicators for Domain 4

- Membership growth by category
- Membership engagement score
- Membership satisfaction score
- Financial performance (top-line growth and net revenue)
- Leadership and staff evaluation compared to best practices established by the Association Forum of Chicagoland
- Local section activities



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Learn more at [STLE.org](https://www.stle.org) or find us on

